

**GAS** Soldering Furnaces and Appliances  
Manufactured by  
**L. D. Berger Co., 59 N. 2d St.**  
Phila., Market St. Keystone, Pa. 19104

**Panama Hat**  
Bleached, black and trimmed in any color to suit your taste.  
**JEFFERSON HAT CO., 135 S. 10th**

**Clear Baby's Skin**  
With Cuticura Soap and Talcum  
Baby's skin is delicate and needs special care. Cuticura Soap and Talcum are the best for clearing the skin of all eruptions, rashes, and itching.

**PUDDING**  
Makes such creamy, nourishing desserts  
Delicious, richly flavored Pudding desserts are welcomed by the whole family. They can be made in five minutes and at small cost. There are eight delicious flavors.  
At All Grocers, 10c. 15c  
Fruit Pudding Co., Baltimore, Md.

**"Radio-Twins"**  
These live twins sing loud and clear  
Why kill your time with dead mounts?  
In pairs of like or unlike superstars both in one "Radio-Twin" mount. Economical yet fully guaranteed.  
At most dealers, including  
**QUAKER LIGHT SUPPLY CO.**  
Distributors  
FOOTE METEAL CO., ST. LOUIS, MO.

**Cocoon Oil Fine**  
For Washing Hair  
If you want to keep your hair in good condition, be careful what you wash it with.  
Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle and is very harmful. Multiple cocoon oil shampoo (which is pure and entirely free of alkali) is much better than anything else you can use for shampooing, as this can't possibly injure the hair.  
Simply put two or three teaspoonfuls of Cocoon Oil in a cup of water and wash the hair with water and rub it in. It will make an abundance of rich, creamy lather and cleanse the hair and scalp thoroughly. The lather rinses out easily and removes every particle of dirt, dandruff and excess oil. The hair dries quickly and evenly and it leaves it fine and silky, bright, fluffy and easy to manage.  
You can get Multisided cocoon oil shampoo at any drug store. It is very cheap, and a few ounces is enough to last every one in the family for months. Be sure your druggist gives you Multisided—Ade.

**CENTRAL TRUST AND SAVINGS CO.**  
Market and Fourth Sts. PHILADELPHIA.  
MORE THAN EVER  
THIS new era of competition makes it more than ever desirable for the manufacturer to co-operate with the wholesaler, the wholesaler with the retailer, the retailer with the consumer, and all of them with a sound and helpful bank.  
This is a Bank of Co-operation  
**CAPITAL & SURPLUS \$1,600,000.00**

**CLOVER TRIUMPH GAS WATER HEATER**  
Look for GREEN CLOVER LEAF on door  
Protect Your Family and Yourself with a CLOVER TRIUMPH  
Carbon Monoxide is a Deadly Gas  
It is generated by unscientifically constructed burners frequently found in cheaply constructed heaters.  
CLOVER TRIUMPH was the first gas water heater to meet the drastic specifications of the U. S. I.  
Don't experiment with unknown heaters. CLOVER TRIUMPH stands all tests of endurance, economy and perfect combustion. Ask your dealer or gas company.  
Manufactured by  
**PHILADELPHIA STOVE CO.**

**The Daily Movie Magazine**

FOR THE FILM FAN'S SCRAPBOOK



LEATRICE JOY  
We will be glad to publish the pictures of such screen players as are suggested by the fans.

**THE MOVIE FAN'S LETTERBOX**

By HENRY M. NEELY

J. M.—You ask "Who is the prettiest of the men actors and stars, and who draws the biggest salary of all actors?" and I throw up both hands and beg for mercy. What a simple little way you have of asking a rather elaborate letter. I hate "prettiest," and I wouldn't care to pick the "prettiest." And if I made a guess at who was making the biggest money, I couldn't prove it. So many of the stars have interests in their own companies now, and thus no longer depend on their "weekly pay checks" that this interesting subject is well-nigh impossible of answer.

L. B.—Address both Agnes Ayres and May McAvoy, care of the Famous Players-Lasky, Hollywood, Calif., and enclose twenty-five cents to each, and I imagine they'll send you their pictures. Whether they answer you personally is problematical.

Jane Ray—This is general housecleaning day in my desk, and in the process I've uncovered a number of letters which had been lost, strayed or stolen. The result is that I'm answering two of yours in one afternoon. Joseph Schickelrath is now starring in "Lillian" at the Great Northern Theatre, Chicago. Write to him there, but make it soon, as I believe the show is going to close there soon. I've raved over "Lillian" so much that I hate to do it again. But don't be too harsh on Philadelphia because of her reception of "Lillian." They showed "Beyond the Shore" in our town, but the illustration in the advertisement of it, a scene of Swanson with her protruding lips, and sleepy looking eyes and Valentino, did not much better, was enough for me. I had no desire to see any more of it. I don't like mushy pictures. Some of your correspondents write that they do not like Mary Pickford. You couldn't be more wrong. I think "Conway" is just the picture I saw her in.

B. B. writes: "Don't some of your correspondents get 'daffy' over Valentino?" In spite of it all, I have never seen him. They showed "Beyond the Shore" in our town, but the illustration in the advertisement of it, a scene of Swanson with her protruding lips, and sleepy looking eyes and Valentino, did not much better, was enough for me. I had no desire to see any more of it. I don't like mushy pictures. Some of your correspondents write that they do not like Mary Pickford. You couldn't be more wrong. I think "Conway" is just the picture I saw her in.

**Uncommon Sense : Stopping for Repairs**

By JOHN BLAKE

WITHOUT a body man could not have a brain. Without a brain his body would be useless. The brain is beyond our present powers of definition. We can analyze it chemically and learn what materials compose its substance. We can photograph it and learn its shape. Beyond that we know nothing. The processes of thought are as much of a mystery to the foremost scientist of modern times as they were to the Egyptian, if, indeed, the Egyptian ever concerned himself about them.

THE body is more understandable. It is much like any other complicated machine, save that it possesses in itself the power to make automatic repairs, to get rid of old and outworn parts and substitute new ones.

It remedies itself a number of times in a lifetime, absorbing all the material and substituting new material in its place. This is done so gradually and so unobtrusively that the outward body changes but little and the individual residing in it changes hardly at all.

THE elements that compose the brain are all new at the end of a term of years, but the memory and the power of reflection are the same. They can

not be changed save on the one hand by improvement through study and on the other by deterioration through disease and bad habits.

REGARDING the brain as a chauffeur fear and the body as an automobile, one can make a very interesting study in interdependence. The chauffeur cannot get where he is going. Without the chauffeur the car cannot move.

If the brain is a skillful chauffeur and uses his machine wisely there will be very little stopping for repairs till the parts, which the automobile, and which we, do not know how to remove, are all worn out.

If the chauffeur is careless or wasteful or in too much of a hurry, or regardless of traffic laws, he will not get very far without having to call for the repairman.

A NORMALLY healthy body ought to last for eight years, but this still comes when it will last much longer. But it must have good care and few outside repairs. In other words, it must have a trained brain at the wheel, always on the alert to see that it is running properly and without abuse.

Steps for repairs entail suffering and doctor's bills, and sometimes, life-long misery. The wise chauffeur avoids them as much as possible.

Han Gish. To me she is one of the best actresses of the screen. You see I disagree with you on a lot of things. My favorites are Alice Terry, Agnes Ayres, Wallace Reid and Bebe Daniels. Oh, yes, and Jack Holt of course. What do you think of them? pretty good, eh?

(In regard to that Katherine MacDonald, Agnes Ayres, Alice Terry connection of yours, I guess had best ways to express it is "Beauty is as beauty does." A screen actress, needs, and desperately too, some sort of a personality to substantiate her good looks or else she becomes merely of the statue, esque, non-tiresome kind. That's Miss MacDonald's main trouble, and I must admit, as much as I like her, that Agnes Ayres is getting that way, too. Alice Terry, I think, is different, and I hope she keeps on developing her personality, which, together with her unusual beauty, ought to accomplish great things for her. By all means, Terry should have had a place in that list you mention. And by the way, before I forget it, I'd like the fans to write to me whenever they see a newswoman on the screen who appears to be serious in possessing something more than a pair of eyes and a body to hang his clothes on. It seems to me that it is very interesting and valuable to keep in touch with these things ready to take the places of the Swansons, the Talanuddes, the Valentinos and the Reids of today.

I mentioned, in answering another letter, how much I liked the work of Lawrence What in "The Bachelor Daddy," and again in "The Beauty Shop." Another new face that looked especially good is that of the Folies girl, Shannon Day. But if you have small role in "North of the Rio Grande," one of the worst and most out-of-date western yarns I've seen in months. Also, Billie Dove, who is already better known, and who certainly will eliminate a great deal of the static which is going to be our unwelcome guest from now until next fall.

Very few amateurs will want to use loops that are more than three feet on a side, so that is the size I have given in the illustrations. If, however, the lady who bosses you around at home does not object to its appearance, there is no doubt that a four foot loop is more satisfactory.

The simplest—though most unsightly—form of loop aerial is shown in the left-hand picture. It is merely four boards nailed together firmly at the corners and suspended from a hook in the ceiling. The corners of the frame should be notched to receive the wires and insulated wire should be used. A strip of wood should be nailed to the lower corner to receive the binding post and the two ends of the wire should be attached to them.

In using this aerial, it should be hung a few feet away from the operator and a string should be run from each of the two horizontal corners to the operating table. You then turn the loop around by handling these strings much as you would handle the reins driving a horse, and when you have the loop pointed in the direction from which you hear the loudest signals you twist the strings around a nail or a screw on your table and that holds the loop in place.

The frame work on the right makes a much neater-looking job and avoids the necessity of hanging the frame from the ceiling. Such a loop can be stood on the table or the floor and can be turned about either by the strings just

mentioned or by a long stick. Almost any kind of wire will do for these loops, but it is usually best to use an insulated wire.

Ordinary bell wire is excellent for this purpose, or you can use wire as small as number 22 double cotton covered.

It seems impossible to make the average novice give up the impression that he should have his windows open in order to receive signals on a loop or an indoor aerial. This is not necessary at all. You can shut your room up tight and stuff every crack and crevice with sealing wax, and the radio waves will come merrily in just the same.

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**After-Dinner Tricks**

No. 104—The Seven Coins.  
Draw a diagram as illustrated above. Take seven pennies and lay one on any one of the lettered points. Push it along either straight line to another lettered point and leave it there. The procedure is repeated with the remaining coins, but it is not permissible to start a coin from a point already occupied. You have no difficulty in placing all the coins, but when a spectator tries it he will invariably find no available starting point for the seventh coin. The secret is very simple. In pushing each coin set it so that it can be pushed to the point from which the previous coin was pushed. The trick will then be successful.  
Example: Coin is set at point H and pushed to B. Another is pushed from G to B. Then in order, D to C, E to D, F to E, G to F, H to G.

**KNIGHTS WILL PARADE**

Elaborate Exercises Planned for Opening of New Commandery  
Elaborate exercises will mark the establishment of the new Franklin Commandery, Knights Templar, No. 92, Saturday afternoon in Masonic Hall, Kensington and Frankford avenues. A parade will be held through the streets of Frankford, led by the grand officers of the Knights Templar of Pennsylvania.

**For those who dance and those who don't**

Some like a fox-trot. To others a waltz is still the best. Even the one-step has its followers—and some don't like to dance at all.

What a difference when it comes to drinking Clicquot Club Ginger Ale! They all like it.

There is something bewitching in the sight of tiny bubbles leaping from the bottom and sides of the glass, dancing up through the clear, golden liquid to sparkle and break at your lips. And the taste!—who shall describe the taste of it? The only true description of Clicquot Club is—a drink of Clicquot Club.

Clicquot is made with pure spring water. Only real Jamaica ginger is used. The other ingredients—sugar and fruit juices—are just as pure as can be found. The blend never varies, so that every bottle of Clicquot tastes like the one before and the next. It is a most dependable, friendly, happy drink.

But you needn't be limited

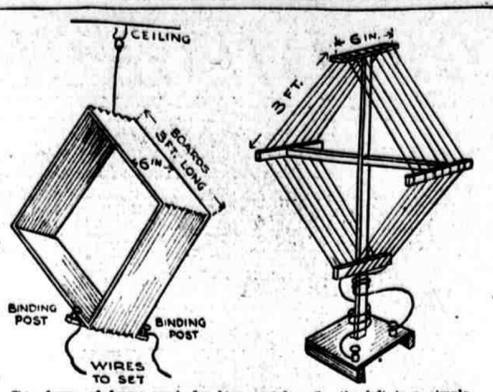
You can give everyone the choice of Clicquot Club Ginger Ale, Sarsaparilla, Birch Beer, or Root Beer. The flavors are as different as their names—the purity of all is the same. Buy Clicquot by the case for home use.

**THE CLICQUOT CLUB COMPANY**  
Mills, Mass., U. S. A.



**Clicquot Club GINGER ALE**

**RADIO IN THE HOME**  
By HENRY M. NEELY



Two forms of frame work for loop aerials. On the left is a simple square of boards notched at the corners to hold the wires in place. On the right is a more elaborate and workman-like frame.

**A Loop Aerial Is Easy to Make**

A loop aerial is so easy to make that it is worth any one's while trying during this static season just to see what results he gets.

I have seen dozens of articles printed under the names of various leaders in this science, all stating definitely that it is useless to try to use a loop aerial with a crystal detector. I made the same statement myself in these articles some time ago, and shortly afterward an amateur of my acquaintance, just to see whether I was right or not, hooked a loop aerial to his crystal and quite clearly heard the concert from Schenectady, more than 200 miles away.

I still do not advocate trying a loop aerial with a crystal receiver in spite of my friend's triumph. But if you have an audio bulb set it is decidedly worth trying. If you have any success with it at all you will find it of inestimable value in cutting out interference from other stations and it will also eliminate a great deal of the static which is going to be our unwelcome guest from now until next fall.

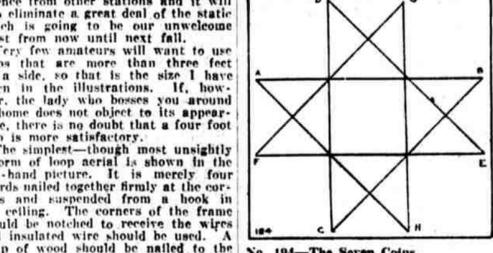
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**WILLOW GROVE**

**VICTOR HERBERT**  
and His Orchestra  
Other Popular Features  
**EXCURSION ON SUNDAY, JULY 2**  
**\$3.50 To Historic Gettysburg**

**COAL REGION EXCURSION SUNDAY, JULY 2**

To TAMAUQUA and MAHANOH CITY... To GILBERTON, Mahanoy Plane...  
Special Train leaves Reading Terminal 6:00 A. M. (Standard Time) 7:10 A. M. (Daylight Time), stopping at Spring Garden St., Columbia Ave., Huntingdon St., Mahanoy, Conohocken and Norristown (See Rail Rts.) Tickets may be purchased prior to date of excursion.

**THE FOLLOWING THEATRES OBTAIN THEIR PICTURES THROUGH THE STANLEY COMPANY OF AMERICA, WHICH IS A GUARANTEE OF EARLY SHOWING OF THE FINEST PRODUCTIONS. ASK FOR THE THEATRE IN YOUR LOCALITY OBTAINING PICTURES THROUGH THE STANLEY COMPANY OF AMERICA.**

- APOLLO** 822 & THOMPSON STS. MATINEE DAILY LEWIS STONE and JANE NOVAK in "THE ROSARY"
- ASTOR** EIGHTH & GIRARD AVE. MATINEE DAILY TWO FEATURING DOUGLAS FAIBANKS All-Star Cast in "The Blonde Vampire" BALTIMORE SIXTH & BALTIMORE BOSS. 8:00 Mat. GEORGE ARLISS in "DISRAELI"
- BLUEBIRD** Broad & Susquehanna Continuous 2 until 11 Rodolph Valentino & Dorothy Dalton in "MORAN OF THE LADY LETTY"
- COLONIAL** 6th & Market Ave. 2:30, 7 and 9 P. M. NORMA TALMADGE in "SMILIN' THROUGH"
- FAIRMOUNT** 26th & Girard Ave. 2:30, 7 and 9 P. M. ROMANUS TAYLOR in "THE LAST STRAIT"
- GREAT NORTHERN** Broad St. at Erie 2:30, 7 and 9 P. M. NORMA TALMADGE in "SMILIN' THROUGH"
- IMPERIAL** 6th & VINE STS. 2:30, 7 and 9 P. M. D. W. GRIFFITH'S PRODUCTION "ORPHANS OF THE STORM"
- LIBERTY** BROAD & COLUMBIA AV. MATINEE DAILY RUBY DE RHEINE in "THE WAY WOMEN LOVE"
- ORIENT** Woodland Ave. at 6th St. MATINEE DAILY MARY PICKFORD in "LITTLE LORD FAULSTREY"
- OVERBROOK** 632 & HAVENWOOD AVE. ALL-STAR CAST IN "A CERTAIN RICH MAN"
- PALM** FRANKFORD AVE. 2:30, 7 and 9 P. M. RODOLPH VALENTINO in "THE CHABLER BUSTE"
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- RIALTO** GREENMOUNT AVENUE AT TULLYPOCKEN ST. 2:30, 7 and 9 P. M. "THE GOLEM"
- SHERWOOD** 24th & Independence Ave. MAT. 2:30, 7 and 9 P. M. "BEAUTY'S WORTH"
- 333 MARKET STREET THEATRE** 2:30, 7 and 9 P. M. WILLIAM FARNUM in "SHACKLES OF GOLD"
- The NIXON-NIRDLINGER THEATRES** BELMONT 820 ABOVE MARKET D. W. GRIFFITH'S PRODUCTION "ORPHANS OF THE STORM"
- CEDAR** 60TH & CEDAR AVENUE 2:30, 7 and 9 P. M. CONSTANCE TALMADGE in "A PAIR OF SILK STOCKINGS"
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- NIXON'S AMBASSADOR** 8th Ave. Matinee, 1:30 & 3:00, 7:00, 9:00 & 11:00 P. M. Owen Moore in "Reported Missing"
- NIXON** 82D AND MARKET STS. 2:30, 7 and 9 P. M. ALICE LAKE in "KISSERS"
- 69TH ST.** Theatre, Opp. "L" Terminal 2:30, 7 and 9 P. M. GEORGE ARLISS in "DISRAELI"
- STRAND** Germantown Av. at Vesque 2:30, 7 and 9 P. M. WALLACE REID in "ACROSS THE CONTINENT"
- ARDMORE** LANCASTER PIKE AT ARDMORE, PA. GLENN HUNTER in "THE CHABLER BUSTE"
- GRANT** 4922 GIRARD AVE. Mat. Today, Even 7:00 "AT THE STAGE DOOR"
- AT OTHER THEATRES MEMBERS OF M.P.T.O.A.** GERMANTOWN 5519 Germantown Ave. 2:30, 7 and 9 P. M. MADEE KELLAM & LEON HUGHES in "LOVE NEVER DIES"
- PARK** RIDGE AVE. & DAUPHIN ST. 2:30, 7 and 9 P. M. GLORIA SWANSON in "HER HUSBAND'S TRADEMARK"

**\$8.00 FINE WHITE LINEN PUMPS**  
Cool and Good Looking  
We feature White Linen Pumps that are exceptionally well made. Nothing so charmingly completes your Summer wardrobe as these decidedly new and very correct models.  
HOSIERY TO MATCH  
**Winkelman**  
Style in Quality Footwear  
1130 Chestnut St.  
At Twelfth  
Foot with Fashion

**JULY 4th OUTINGS**  
From PHILADELPHIA

**Seashore \$1.50 Excursion**  
Atlantic City  
STONE HARBOR WILDWOOD and CAPE MAY  
Atlantic City excursion trains run to and from Mississippi Ave. and Boardwalk.

Leaves Philadelphia	Standard Time	Daylight Time
Atlantic City	6:30 A. M.	7:30 A. M.
Cape May	5:30 A. M.	6:30 A. M.

**WILLOW GROVE 75c**  
Round Trip  
**VICTOR HERBERT**  
and His Orchestra  
Other Popular Features

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Consult agents for detailed information.  
**Philadelphia & Reading Railway**

- PHOTOPLAYS PHOTOPLAYS
- The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.
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